

Rep Order# 9853254 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/29/2012 8:13 AM
Last Received: 10/28/2012 3:06 PM
Showing Buylines: All Lines

1 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 2264
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2264
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	TU-F,M	6A-7A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$35.00	10/30-11/05	1 P3	1	1	\$35.00	
	3	TU-F,M	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$50.00	10/30-11/05	1 P3	1	1	\$50.00	
	4	TU-F,M	7P-730P	TWO & A HALF MEN	:30	\$125.00	10/30-11/05	1 P4	1	1	\$125.00	
	5	TU-F,M	730P-8P	HOW I MET YOUR MOTHER	:30	\$125.00	10/30-11/05	1 P4	1	1	\$125.00	
	6	TU-F,M	1105P-1135P	TWO AND A HALF MEN	:30	\$75.00	10/30-11/05	1 P3	1	1	\$75.00	

---REPORT TOTALS---

Report Totals: 5 / \$410.00

---SALES MONTHLY TOTALS---

Nov 12: 5 / \$410.00

Sales Totals: 5 / \$410.00

Station Totals: 5 / \$410.00

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Salesperson FAX# 202-955-5348

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$41,000	CABL	0%	EKRC	1%	UNKN	99%	WBQC	0%	WCPC	0%
		WKRC	0%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null
Demos RA35+

ORDER

Orders	Order / Rev:	68913
	Alt Order #:	09853254
	Product Desc:	OBAMA ADD TO SKED A
	Estimate:	2264
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 10/29/12
	Order Type:	GENERAL

Agency	Name:	Greer Margolis Mitchell
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave
		Washington, DC 20007

Advertiser	Name:	Obama/D/President
	Demographic:	A35+
	Product Codes:	Presidential Elections
	Priority:	P-4
	Revenue Codes:	AGY, POL-CAND, GEN

Bill Plan	Totals
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
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99	99
100	100

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	5	\$410.00	\$348.50
Totals		5	\$410.00	\$348.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
CW Cincinnati	1%	\$410.00
Market	100%	\$41,000.00

Competitive Share	Share	Total
UNKWN	99%	\$40,590.00
WCPO	0%	\$0.00
WKRC	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	EKRC	10/30/12	11/05/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6a-7a	MTWTF--	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00
GOOD MORNING CINCINNATI (NOT SIMUL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/30/12	11/05/12	MTWTF--	1	\$35.00	0.00								
E 2	EKRC	10/30/12	11/05/12	7a Good Morn Cincinnati 7a Good Morn Cincinnati	CM	7a-8a	MTWTF--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
GOOD MORNING CINCINNATI (NOT SIMUL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/30/12	11/05/12	MTWTF--	1	\$50.00	0.00								
E 3	EKRC	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	1	\$125.00	P-4	0.00	NM	1	\$125.00

TWO & A HALF MEN

